



CHESTER J. CULVER
GOVERNOR

OFFICE OF THE GOVERNOR

PATTY JUDGE
LT. GOVERNOR

October 27, 2009

Dear Iowa Arts Professional:

As I have traveled around the state promoting the arts, there is one message that I hear repeatedly: we need to build visibility and raise awareness of the arts opportunities that exist in Iowa. I know this is an issue the Iowa Arts Council (IAC) believes must be addressed, and they have made it one of their top priorities to create a public campaign that broadly promotes the arts and artists in Iowa.

After months of work, and talking to many of you, it is my pleasure to announce that the IAC is ready to launch a new promotional campaign to support and celebrate the arts in Iowa: **Live the Arts in Iowa!**

This new and exciting campaign will help spread the word about the great work Iowa artists are doing, and help bring greater visibility to the arts in our state.

Now that we have the campaign, we must get the message out to Iowans, and here is what you can do to help:

- Download the **Live the Arts in Iowa** logo at www.iowaartscouncil.org and add it to all your programs, posters, and print materials, to show that what you do is part of the big arts picture in Iowa.
- Add the **Live the Arts in Iowa** logo to signage that's outside your box office, your registration table, your artist's booth.
- Order **Live the Arts in Iowa** notepads, magnets, and pens to hand out when you have an event – or even a board meeting.
- Help us design **Live the Arts in Iowa** print ads that can be used statewide – see the information at www.iowaartscouncil.org for information about this light-hearted ad design contest.
- Find ways to talk in your own community about how people around you are Living the Arts in Iowa – then publish that information in your newsletter and on your web site.
- Get creative with your ideas, and share them on the **Live the Arts in Iowa** Facebook page.

Live the Arts in Iowa is more than just a phrase or a promotional tool, it is what Iowans should do everyday. And with your help, I am confident they will.

Thanks for Living the Arts in Iowa!

Sincerely,

Patty Judge
Lt. Governor